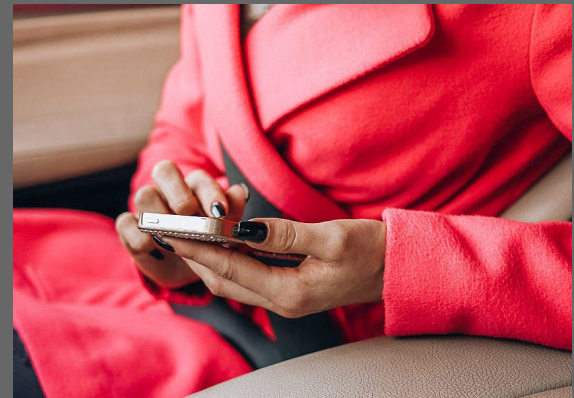


# Texting as a Health Promotion Method

Live Healthy Live Well Texting Team  
- for information contact – Pat  
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# Live Healthy Live Well Texting



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# Today you will Discover

- How we got here?
- Texting Introduced. Why?
- Texting Best Practices.
- Results from Pilot on Texting?
- Action Steps.



# A Little History



OHIO STATE UNIVERSITY EXTENSION



**Live Simply, Live Well:  
Refresh Your Wellness  
This Spring**

**Live Healthy Live Well**

# Texting Pilot



Four Counties participated in the  
pilot: Mahoning, Medina, Pike, and Ross

Phase 2 – offered Texting to all Zero Weight Gain  
Challenge Participants – 94 participated

# Texting Program







## Live Healthy Live Well 365

[See Reactions](#)

Be green by putting some veggies in your breakfast with a frittata, zucchini muffin, or spinach egg wrap.

<https://wp.me/p1cmn2-2Ss>  
#LHLW365



### 5 Ways to Enjoy Veggies at Breakfast

How many vegetables did you eat yesterday? MyPlate recommends that adults consume at least 2-3 cups of vegetables each day, making half your plate fruits and vegetables at each meal. Breakfast



## Live Healthy Live Well 365

[See Reactions](#)

Sign the America Saves Pledge for your chance to put green in your pocket and win \$\$ & prizes.

<http://go.osu.edu/ohiosave>  
#GoGreen #LHLW365



### Take the Ohio Saves Pledge

Click here to return to the Ohio Saves homepage.

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## Live Healthy Live Well 365

Move More. Stand up while taking calls. Take a walk break. Make movement count. #LHLW365 #hearthealth <https://www.heart.org/en/healthy-living/fitness/fitness-basics/make-every-move-count-infographic>



### Make Every Move Count Infographic

Make Every Move Count  
When you Move More every day, you can reach some pretty big goals

NOVEMBER 6, 2018 11:36 AM



## Live Healthy Live Well 365

A recent survey found voting isn't just good for your community or the country, it is also good for your health. <http://go.osu.edu/Cccn>



### Voting Is Good for Your Health, Study Finds

Voting and volunteering may be good your health and happiness



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# Research on Texting



- Texting is the most accessible and most used form of communication
- Research shows that 98% of text messages are opened
- Research shows short-term behavioral change

# Research on Texting



- **Effectiveness has been shown in disease prevention and interventions.**
- **Effects appeared to exist among adolescents and adults, among minority and nonminority populations, and across nationalities.**

## Uses in Other Programs

- Ask people if they want to Opt in
- Follow up on Programming
- Financial Programming
- Parenting Programs
- 4 Healthy Tots – Texting Program



# Texting Results

**Texting Pilot Results** - 26% of those participating in Texting option completed post survey

- 90% would sign up again for texting
- 55% indicated twice a week was the right amount of text messages

**Zero Weight Gain** – 21% of total participants completed post survey, while 47% of texting participants completed the same survey

# Current Texting Results

- 89% indicated they benefited from the texting
- Almost 100% would sign up again for texting
- 55% indicated twice a week was the right amount of text messages



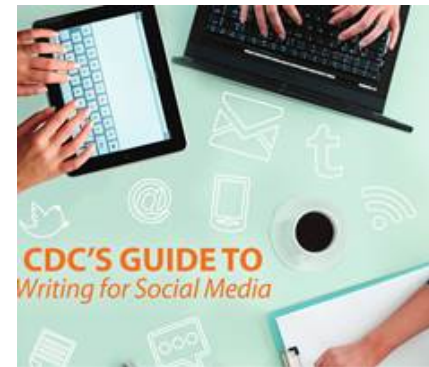
# Organizing a Text Messaging Program

- Establish a core group of professionals to write and review text messages
- 12 -14 team members – to share the work load
- Let team members self-select the months they want to write and review



## Writing Your Text Messages

- Limit messages to 140 words including a “go or short” link
- Watch over using abbreviations
- Use National Health Observances as potential themes
- Check Social Media Guides – Like the CDC



# Monthly Template Idea

2019 Text Message Project	Text Writer	Text Reviewer
<b>January</b>	Jami	Misty
Jan. 2, 2019 - Education/theme		
Jan. 8, 2019 - Action Step		
Jan. 15, 2019 - Motivator		
Jan. 22, 2019 - Recipe/Tip		
Jan. 29, 2019 -		
<b>Sat. Texts</b>		
Jan. 5, 2019 - What's In Season?		
Jan. 12, 2019		
Jan. 19, 2019		
Jan. 26, 2019		

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## **FAMILY AND CONSUMER SCIENCES**

**Want to Receive 2 Wellness Texts per Week?**

**#LHLW365**

***Send a Text message to 81010 and put  
@lhlw365 in the message***



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